

PEOPLE'S TELEVISION NETWORK, INC.

PERFORMANCE SCORECARD (2021)
as REVISED - FIRST QUARTER ACCOMPLISHMENTS

Strategic Objective (SO) / Strategic Measure (SM)		Weight	Rating Scale	Formula	Baseline Data			Targets	Targets	Accomplishments	
					2017	2018	2019	2020	2021	First Quarter 2021	
SOCIAL IMPACT	SO 1	Informed, Inspired and Empowered Filipino Citizenry									
	SM 1	Digital and New Media Presence									
		a. Page Visits Website	5.00%	Pro-rated	Actual Figures	688,000	1,800,000	8,000,000	5% increase	5% increase from actual 2020 figures	1,347,670
		b. Facebook	5.00%	Pro-rated		11,200,000	9,240,000	90,000,000	followers - 15% increase; engagement - 15% increase	followers - 15% increase from actual 2020 figures; engagement - 15% increase from actual 2020 figures	New Followers: 229,941 Engagement: 52,911,535
		c. Twitter	5.00%	Pro-rated		180,500	128,700	250,000	followers - 5% increase; impressions - 10% increase	followers - 5% increase from actual 2020 figures; impressions - 10% increase from actual 2020 figures	New Followers: 4,198 Impressions: 13,910,000
d. YouTube	5.00%	Pro-rated	26,334,713	100,150,000		200,000,000	subscribers - 25% increase; impressions - 10% increase; watchtime - 10% increase	subscribers - 25% increase from actual 2020 figures; impressions - 10% increase from actual 2020 figures; watchtime - 10% increase from actual 2020 figures	New Subscribers: 90,448 Impressions: 271,326,874 Watchtime: 1,177,613hrs		
Subtotal		20%									
STAKEHOLDERS	SO 2	Be a Source of Quality News and Information that Educates, Inspires and Empowers									
	SM 2	Percentage of Satisfied Customers	10.00%	Pro-rated	Number of respondents that gave at least a Satisfactory rating / Total number of respondents	Development of Customers' Satisfaction Survey	90% <i>(Using the Standard Methodology and Questionnaire developed by GCG)</i>	90% <i>(Using the Standard Methodology and Questionnaire developed by GCG)</i>	90%* <i>(Using the Standard Methodology and Questionnaire developed by GCG)</i>	90%* <i>(Using the Standard Methodology and Questionnaire developed by GCG)</i>	Survey for 2021 included in the APP 2021
Subtotal		10.00%									
ACCESS	SO 3	Be a Relevant and Progressive Media Partner									
	SM 3	Transmission Coverage Service Area									
a. Number of Operational Transmitting Stations-Analog		10.00%	Pro-rated	Actual Number	22	18	18 Operational Analog Transmitting Stations	16 operational analog transmitting stations	17 fully operational analog transmitting stations	15 fully operational analog transmitting stations	
b. Number of Operational Transmittal Stations - Digital	6.00%	Pro-rated	3		6	3 Fully Operational Digital Transmitting Stations	7 fully operational digital transmitting stations	7 fully operational digital transmitting stations	4 fully operational digital transmitting stations		

INTERNAL PR	SM 4	Nationwide/ Local Presence	0.00%	Pro-rated	Actual Number	2	4	2 Fully Operational Regional News Centers Established	3 fully operational regional news centers	3 fully operational regional news centers	3 fully operational regional news centers
	SM 5	Create Quality Programs with High Production Value at Par with Industry Standards	8.00%	Pro-rated	Actual Number	A. 45 Program Submissions B. 15 Nominations	A. 50 Program Submissions B. 19 Nominations	55 Program Submissions with 17 Nominations	60 Entries Submitted to Various Award Categories with 25 Nominations	20 Entries Submitted to Various Award Categories with 8 Nominations	0 Entries Submitted to Various Award Categories; 17 Nominations from 2020 Submissions
	SM 6	Length of Airtime Allocated for Government Activities	8.00%	Pro-rated	Actual Number	N/A	1,000 hours	1,100 Hours	1,200 Hours	1,300 Hours	1,086.38 Hours
INTERNAL PROCESS	SO 4	Update Key Management and Operational Guidelines, Systems and Processes to Boost Productivity									
	SM 7	ISO Certification	5.00%	Pro-rated	Actual Accomplishment	N/A	ISO-aligned Documentation of at least one (1) core process on QMS	ISO-aligned Documentation of at least one (1) core process on QMS	ISO 9001:2015 Certification	ISO 9001:2015 Certification	ISO consultancy included in the APP 2021
	Subtotal		37.00%								
FINANCIAL	SO 5	Maintain Economic Viability									
	SM 8	Annual Revenues (in Million pesos)	10.00%	Pro-rated	Sales Revenue + Other Income	258.25	259.92	336.33	211.848	200,337,787.12	43,785,040.20
	SM 9	EBITDA (in Millions)	10.00%	Pro-rated	<u>Net Income before Subsidy</u> Financial Assistance + Interest + Taxes + Depreciation + Amortization	(80.20)	(113.34)	-363.998	-115.58	-211,011,150.00	-24,380,972.30
Subtotal		20.00%									
LEARNING AND GROWTH	SO 6	Strengthen HRD to Maximize Performance and Professionalize the Workforce									
	SM 10	Percentage of Employees Meeting Required Competencies	5.00%	Pro-rated	Actual Accomplishment	Board-approved Competency Model	Board-approved Competency Model	Board-approved Competency Model	Board-approved Competency Model	Board-approved Competency Model	Awaiting comments/approval on Competency Based HRM System submitted in 2020 to CSC
	SM 11	Submission of New Table of Organization and Requirements for Reorganization to the GCG	8.00%	Pro-rated	Actual Accomplishment	N/A	N/A	N/A	N/A	Submission of Board-approved Table of Organization and Reorganization Requirements	For refinement/delayed due to declaration of lockdown
Subtotal		13.00%									
TOTAL		100%									

Note: Targetting is done on an annual basis